



## **Indianapolis International Film Festival Job Description**

### **Title:**

PR/Publicity Coordinator

### **Reporting To:**

Marketing Director

### **Purpose:**

To manage and optimize the organization's year-round media relations and coverage.

### **Responsibilities:**

1. Maintains a working knowledge of the organization and personal commitment to its goals and objectives.
2. Develop and maintain relationships with local and national media contacts, resulting in a database to be kept current at all times.
3. Set annual media coverage goals and actively pursues opportunities for local and national coverage year-round and especially during peak festival times, via all media outlets – television, radio, web, etc.
4. Receive and delegate all media inquiries to the proper resources within the organization.
5. Create and manage an annual Festival Interview schedule, coordinating both festival leadership as well as filmmakers, guests and VIPs with respect to media opportunities.

### **Expectations:**

The PR & Publicity Coordinator role is one of significant commitment. Responsibilities will require involvement between Board meetings for planning and execution of job responsibilities, averaging roughly 4 hours per week. The PR & Publicity Coordinator will work directly with the Marketing Director, and as such is expected to be highly available and dependable regarding the position's responsibilities.

### **Benefits:**

As a volunteer in a leadership role with the Indianapolis International Film Festival, the Corporate Sponsorship Coordinator will receive credentials for attendance at the 2011 Indy Film Fest, granting access to screening, parties and VIP rooms. This role offers the opportunity to learn what it takes to shape a complete festival program.